



III Semester M.Com. Degree Examination, May/June 2023
(CBCS Scheme)
(2021 – 22 Onwards)
COMMERCE

Paper – 3.1 : Intellectual Property Rights

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)
- What is Intellectual Property Rights ?
 - What do you mean by related rights ?
 - What is WIPO ?
 - What is Copyright infringement ?
 - What is Intellectual Property Audit ?
 - What is novelty in patent ?
 - Give the meaning of IPRs, Trademark and Patents.
 - What happens when trade secret loses its protection ?
 - What do you mean by Geographical Indication ?
 - Mention any 4 items that are copyrightable.

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)
- Explain the importance of IPR.
 - Explain agencies and treaties of IPR.
 - Write a note on Rights of Patentee.
 - What are infringements of copyright according to Copyright Act ?



6. Briefly explain about different types of trademarks.
7. Differentiate between Patents and Copyrights.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. (2×12=24)

8. Explain 4 states with GI tag products.
9. Write procedure for trademark registration and explain the benefits of 'Acquisition of Trademark' Rights.
10. Write short notes on following topics :
 - a) Personal Data Protection Bill
 - b) Trade secrets and its protection
 - c) Concept of Trademark.
11. Explain Indian patent system. Discuss briefly on patent infringement, surrender and revocation.

SECTION – D

Answer the following (**Compulsory**) :

(1×12=12)

12. Case study.

Mangalore Tiles or Mangalore pattern roof tiles are the most popular choice of roofing in India. This pattern is available in India since 1860 and was the specified roof solution for prominent government buildings, educational institutions and elegant mansions and bungalows.

These tiles are native to Mangalore, a city on the former South Canara District on the western coast of India. Hence they were named Mangalore tiles by tile factory manufacturers.

The conventional size of Mangalore tiles is 10 × 16 inches but are available in different sizes to suit different requirements.

Mangalore tiles were once used everywhere. Well before 1947, the government bought most tiles for its buildings from Mangalore because of their durability and ability to keep out heavy rain. The tiles shape and the way they interlock help them keep the rain away. They are also not porous.



The production of these tiles came about in India only in 1860s. This was thanks to German missionary George Plebst. He was the one who first spotted clay in Mangalore and decided to open a factory there. The first known clay roofing tile can be traced all the way back to China, around 10000 years B.C. and the Middle East, a little later. From these two regions, the common usage of clay roof tiles spread throughout Asia and Europe.

These were the only tiles recommended for government buildings in India under British Raj. These tiles still define Mangalore's skyline and characterize its urban setting. They are popular form of roofing and preferred over concrete due to their good quality.

Questions :

- A) Do you think Mangalore tiles qualify for geographical indication ?
 - B) If you are an entrepreneur who manufactures Mangalore tiles and the tiles secured geographical indication, chart out a plan of action for supplying these tiles to European countries.
 - C) What do you think will be advantage you will have in exporting a product that has a geographical indication tag ?
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III Semester M.Com. Degree Examination, May/June 2023
(CBCS Scheme) (2021 – 22 Onwards)

COMMERCE

Paper – 3.2 : Logistics and Supply Chain Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)
- Define CSR. Write any two objectives.
 - What do you mean by operational performance ?
 - What is the need to maintain the good and harmonious relationship within the organisation ?
 - What do you mean by social performance of supply chain and logistics administration ?
 - What are the factors to be considered for the material handling ?
 - Mention two companies outsourcing and the activities which are outsourced.
 - Differentiate between logistics and supply chain management.
 - Mention the types of warehouses.
 - What is Fourth Party Logistics (4PLs) ?
 - What is Triple Bottom Line ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. Explain the importance of positioning of information in Logistics and supply chain management.
3. Write a note on the SC security.



4. Explain the conflict resolution strategies for harmonious relationship.
5. Elucidate on the social performance carried on by the logistics and supply chain companies with suitable example.
6. Explain the functions and contributions of value chain management.
7. Explain the importance of the ethics in Supply chain management.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.

(2×12=24)

8. How does outsourcing affect your value chain management ?
9. Explain the emerging trends and technologies in Logistics and Supply Chain Management.
10. How do you think the Triple Bottom Line will impact the supply chain sustainability in the current competitive market ? Explain.
11. Elucidate on the Supplier Relationship management with respect to Dynamic and Competitive Indian market scenario.

SECTION – D

Compulsory skill based question.

(1×12=12)

12. Value in the form of increased customer service levels and lower operating costs can be had when two different companies in the same industry combine their supply chain operations. If these companies are selling to many of the same customers, and if both of them compete against much larger companies then they can mutually benefit from creating a single supply chain to support both of



their businesses – even if they still compete against each other to some degree. Candy Company and Crunchy Candy Company, each company does not sell to all of the same customers as the other, but there is a significant amount of overlap in the customers of the two companies. Customers would like to see fewer deliveries of candies in larger quantities like what they get from the bigger Candy Companies (M&M Mars and Hershey's). They are also asking for lower prices. Both of these customer requests point toward combining supply chains in a way both smaller Candy Companies can make fewer and larger deliveries of their combined products and if they can reduce their supply chain costs, they can also lower prices to their customers. The amounts of inventory they need to keep in stock in order to meet customer demands over a 30 days period.

Question :

The CEOs of the two companies have appointed you to lead a project team composed of people from both companies. Your mission is to design a new common supply chain for both companies that will reduce costs and still meet customer demands. How will you combine the supply chains of Just Born Candy and Crunchy Candy to create a single more cost effective supply chain for both companies ?



III Semester M.Com. Examination, May/June 2023
(CBCS Scheme) (2021 – 22 Onwards)
COMMERCE

FB – 3.3 : Financial Markets and Services

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** sub-questions. **Each** sub-question carries **2** marks. **(7×2=14)**
- Write the meaning of bought out deals.
 - Mention two methods of floating new issue.
 - What is the significance of rating symbol ?
 - Name 2 players in financial service market.
 - What do you mean by Angel investment ?
 - Give the meaning of hybrid funds.
 - State 2 functions of Registrar to the issue.
 - What do you mean by primary market ?
 - What is the difference between mutual fund and venture capital ?
 - What is call money market ?

SECTION – B

Answer **any four** questions. **Each** question carries **5** marks.

(4×5=20)

- What are the elements involved in pricing of new issue ?
- Explain in brief clearing and settlements procedure of BSE.
- Distinguish between venture capital and seed capital.
- Explain the importance of financial services for economic development.
- Briefly explain the mechanism of mutual funds operations.
- What do you mean by credit rating ? Explain the importance of credit rating with respect to securities.

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SECTION – C

Answer **any two** questions out of four. **Each** question carries 12 marks. (2×12=24)

8. Describe the powers and functions of SEBI in respect of investors protectives.
9. What is mutual fund ? Critically evaluate mutual fund as an investment avenue for an individual investor.
10. Explain the uses of AI in Financial Services.
11. Write a note on :
 - a) Insider trader
 - b) Loan syndications
 - c) ICRA.

SECTION – D

Answer the following.

(1×12=12)

12. "Future contracts are leveraged instruments that can be used to control risk." Elucidate.
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III Semester M.Com. Degree Examination, May/June 2023
(CBCS) (2021-22 and Onwards)
COMMERCE
FB – 3.4 : Financial Planning

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks.

(7×2=14)

- a) Give the meaning of financial goals.
- b) What is a mutual fund ?
- c) Define the term financial plan.
- d) Differentiate between provident fund and pension fund.
- e) What do you mean by a tax benefit plan ?
- f) Mention any two functions of a chartered financial planner.
- g) State two golden rules for a sound financial plan.
- h) What is life cycle approach in financial planning ?
- i) What is risk assessment ?
- j) Give the meaning of Unit Linked Insurance Plans.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. Explain the 1H and 4W approach of a financial plan.
3. Discuss the benefits of 'Senior Citizens' savings scheme in India.
4. Briefly explain the process of formulating an effective financial plan.
5. Discuss the various types of mutual funds in India.
6. What are the various factors to consider for investment and portfolio revision ?
7. Explain the various employment opportunities for financial analysts in India.



SECTION - C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.

(2×12=24)

8. Explain the various factors to be considered while drafting a financial plan.
9. What are the salient features of a financial goal ? Critically examine the various stages involved in setting financial goals.
10. What are Gold ETFs ? Discuss the benefits and risks involved in Gold ETF Investments.
11. Write a short note on :
 - a) PMVVY
 - b) RBI taxable bonds
 - c) Chartered financial planner.

SECTION - D

Compulsory skill based question :

(1×12=12)

12. Assuming yourself to be a financial planner, what are the various tax benefit schemes you would recommend to your client ? Justify your claim with a detailed explanation of the recommended benefits.



III Semester M.Com. Degree Examination, May/June 2023
(CBCS) (2021 – 22 Onwards)
COMMERCE

FB – 3.5 : Innovations in Banking and Technology

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks.

(7×2=14)

- a) What do you mean by Nano Banking ?
- b) Who is a Banker ?
- c) Give the meaning of e KYC.
- d) Differentiate between scheduled and non-scheduled banks.
- e) Expand : IMPS, USSD, UPI and POS.
- f) What do you mean by Fintech ?
- g) Give the meaning of E-Banking.
- h) What do you mean by plastic card ?
- i) What is truncated cheque ?
- j) List any four examples of e wallets.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. Describe the role of Banking System in India.
3. Explain the characteristics of Core Banking.
4. Write a note on Block Chain Technology.
5. Give advantages of centralized banking.
6. List the different security measures taken by banks to protect customers from banking frauds.
7. Differentiate between Bar Code and QR Code payment.



SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.
(2×12=24)

8. Explain the different artificial intelligence tools used in banking industry.
9. Discuss the different types of banking frauds.
10. Elucidate the Banking structure in India with a neat diagram and examples.
11. Explain the recent trends and development in Banking Technology.

SECTION – D

Answer the following. (1×12=12)

12. Examine the disruption in the banking sector and evaluate the role of fintech applications in improving banking and financial services quoting relevant examples.



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Third Semester M.A. Degree Examination, May/June 2023
(CBCS Scheme) (2021 – 22 and Onwards)
JOURNALISM AND MASS COMMUNICATION
OE : 3.1 : Media and Society (Open Elective)

Time : 3 Hours

Max. Marks : 70

PART – A

ಭಾಗ - ಎ

1. Answer all the questions.

(2×10=20)

ಎಲ್ಲಾ ಪ್ರಶ್ನೆಗಳಿಗೂ ಉತ್ತರಿಸಿ.

a) All India Radio

ಆಕಾಶವಾಣಿ

b) Reporter

ವರದಿಗಾರ

c) Editor-in-Chief

ಪ್ರಧಾನ ಸಂಪಾದಕ

d) BBC

ಬಿಬಿಸಿ

e) Reality shows

ರಿಯಾಲಿಟಿ ಶೋಗಳು

f) Facebook

ಫೇಸ್‌ಬುಕ್

g) Advertisements

ಜಾಹೀರಾತುಗಳು

h) The Hindu

ದ ಹಿಂದೂ

P.T.O.



i) Letters to the editor

ಸಂಪಾದಕರಿಗೆ ಪತ್ರ

j) News interview.

ಸುದ್ದಿ ಸಂದರ್ಶನ.

PART – B

ಭಾಗ - ಬಿ

Answer **any four** of the following questions.

(5×4=20)

ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.

2. Discuss the relevance of 'Freedom of Speech and Expression'.

'ವಾಕ್ ಮತ್ತು ಅಭಿವ್ಯಕ್ತಿ ಸ್ವಾತಂತ್ರ್ಯ'ದ ಪ್ರಸ್ತುತತೆಯನ್ನು ಚರ್ಚಿಸಿ.

3. Explain the significance of newspapers in the society.

ಸಮಾಜದಲ್ಲಿ ಪತ್ರಿಕೆಗಳ ಪ್ರಾಮುಖ್ಯತೆಯನ್ನು ವಿವರಿಸಿ.

4. What are the different types of media ownership ? Examine.

ಮಾಧ್ಯಮ ಮಾಲೀಕತ್ವದ ವಿವಿಧ ಬಗೆಗಳಾವುವು ? ಪರಿಶೀಲಿಸಿ.

5. How digital media is promoting democracy in India ? Comment.

ಭಾರತದಲ್ಲಿ ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮವು ಪ್ರಜಾಪ್ರಭುತ್ವವನ್ನು ಹೇಗೆ ಉತ್ತೇಜಿಸುತ್ತಿದೆ ? ವಿಮರ್ಶಿಸಿ.

6. Amplify the impact of media on social movements.

ಸಾಮಾಜಿಕ ಚಳುವಳಿಗಳ ಮೇಲೆ ಮಾಧ್ಯಮದ ಪ್ರಭಾವವನ್ನು ವಿಶದಪಡಿಸಿ.

7. Examine the Right to Privacy Act.

ಖಾಸಗಿತನದ ಹಕ್ಕು ಕಾಯ್ದೆಯನ್ನು ಪರಿಶೀಲಿಸಿ.



PART – C

ಭಾಗ - ಸಿ

Answer **any three** of the following questions.

(10×3=30)

ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.

8. Define cinema and discuss its types.

ಸಿನಿಮಾವನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ ಮತ್ತು ಅದರ ವಿಧಗಳನ್ನು ಚರ್ಚಿಸಿ.

9. Analyse the impact of paid news on society.

ಸಮಾಜದ ಮೇಲೆ ಕಾಸಿಗಾಗಿ ಸುದ್ದಿಯು ಬೀರುವ ಪ್ರಭಾವವನ್ನು ವಿಶ್ಲೇಷಿಸಿ.

10. Elaborate on the challenges faced by Indian media.

ಭಾರತೀಯ ಮಾಧ್ಯಮವು ಎದುರಿಸುತ್ತಿರುವ ಸವಾಲುಗಳನ್ನು ವಿಸ್ತರಿಸಿ ಬರೆಯಿರಿ.

11. Explain the advantages and disadvantages of social media.

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ಅನುಕೂಲತೆಗಳು ಮತ್ತು ಅನಾನುಕೂಲತೆಗಳನ್ನು ವಿವರಿಸಿ.

12. Examine the present status of FM radio in India.

ಭಾರತದಲ್ಲಿ ಎಫ್‌ಎಂ ರೇಡಿಯೋದ ಪ್ರಸ್ತುತ ಸ್ಥಾನಮಾನವನ್ನು ಪರಿಶೀಲಿಸಿ.